
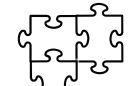






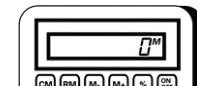



Problem Statement:

<div><p><i>Key Partners (Who)</i></p></div> <div><p>Definition: Alliances with other people, groups, companies that work with you to solve the problem.</p><p>Who are the Key Partners who will provide Key Activities and/or Key Resources to help you solve the problem?</p><p>What Key Activities and/or Key Resources do Key Partners provide to solve the problem?</p><p>What are the benefits of partnering?</p><p>How will you build a relationship with your Key Partners?</p><p>Examples of partnerships:</p><div><div>Strategic alliances between non-competitors</div><div>Joint ventures to develop a new solution</div><div>Coopetition: strategic partnerships between competitors</div><div>Buyer-supplier relationships to assure reliable supplies</div></div></div>	<div><p><i>Key Activities (Do)</i></p></div> <div><p>Definition: The most important action items you must perform to solve the problem.</p><p>How do you approach the solution?</p><p>What Key Activities does the Value Proposition require in order to meet the needs of the customer?</p><p>What Key Activities are required relating to Customer Relationships/Channels/Customer Discovery/Revenue Streams (if applicable)?</p></div> <div><div><p><i>Key Resources (What)</i></p></div><div><p>Definition: The most important assets required to solve the problem.</p><p>What Key Resources does the Value Proposition require in order to meet the needs of the customer?</p><p>What Key Resources are required relating to Customer Relationships/Channels/Customer Discovery/Revenue Streams (if applicable)?</p><p>Examples (Intellectual/Human/Physical/Financial)</p><div><div>Intellectual Property STEM Content/Practices Library Resources People</div><div>Time Space Equipment/Materials Money</div></div></div></div>	<div><p><i>Value Propositions (Solutions &amp; Value)</i></p></div> <div><p>Definition: The <u>solution</u> that creates <u>value</u> for your specific customer.</p><p>Solutions: What is your minimum viable <u>solution</u>: the simplest <u>prototype</u> that allows you to communicate your solution to customers, gather feedback, and determine next steps?</p><p>Examples of Prototypes:</p><div><div>Drawing Written description Physical representation Interactive materials Website Apps</div><div>Value: What value does your solution provide? Which customer needs are you satisfying? How does your solution solve the problem best (competitive advantage)?</div></div><p>Examples:</p><div><div>Societal Benefits Accessibility Convenience Usability Risk reduction Design</div><div>Customization Newness Cost reduction Performance Brand/Status Features/Benefits</div></div></div>	<div><p><i>Customer Relationships (How)</i></p></div> <div><p>Definition: The connections you <u>establish</u> and <u>maintain</u> with specific Customer Segments</p><p>Are you trying to get, keep or grow customers? What type of Customer Relationship does each Customer Segment expect?</p><div>1:1 Personal interaction (email, onsite visits, videoconferencing) Self-service (no direct interaction) Tailored experience (self-service &amp; automated) Community platform (customer dialogue &amp; direction for future value proposition)</div></div> <div><p><i>Channels (How)</i></p></div> <div><p>Definition: How you will communicate with and reach Customer Segments to deliver your Value Proposition.</p><p>Channels: How will you share your solution? How do you connect your solution to your community?</p><div>Pitch/Presentation Innovation/Science/Technology/Maker Faire Engage with Prototype Technical/Research/Journal Article Media: Social, Newspaper, Blog, TV, Podcast Competitions Crowd Sourcing</div><p>Examples:</p><div><div>Sales Web Own/Partner stores</div><div>Wholesaler Tradeshow Advertisement</div></div></div>	<div><p><i>Customer Segments (Who)</i></p></div> <div><p>Definition: Groups of potential customers determined by common needs, behaviors, attributes, and other characteristics.</p><p>Who will want, use and benefit from your solution?</p></div> <div><p><i>Customer Discovery (Feedback)</i></p></div> <div><p>Definition: Feedback collected from customers and used to determine next steps.</p><p>How am I going to collect and evaluate feedback from my customers?</p><p>Test your understanding of the customer's problem.</p><p>Validate and test whether your solution (prototype) solves the customer's problem. <u>Verify</u> or <u>pivot</u> and determine next steps towards solving the problem.</p><p>Examples:</p><div>Interview Survey Pitch Focus Group Observation Product testing</div></div>
<div><p><i>Cost Structure (How)</i></p></div> <div><p>Definition: All costs incurred to operate your business.</p><p>What are the costs your business incurs through Key Activites, Resources and Partners in order to operate?</p><p>Is your business cost-driven or value-driven?</p><p>Types of Cost Structures:</p><div>Fixed - salaries, rents, facilities, data storage, transportation Variable - marketing, raw materials, shipping, temporary salaries Economies of scale - efficiency by volume Economies of scope - efficiency by variety</div></div>		<div><p><i>Revenue Streams (How)</i></p></div> <div><p>Definition: The money a company generates from sales of the product/service.</p><p>What are your Customer Segments <u>really</u> willing to pay for the solution you have to offer? What do they currently pay? How are they currently paying? How do they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p><p>Types of Revenue Streams:</p><div><div>Product/Asset Sale Usage/Service fee Subscription fee Lending/Renting/Leasing</div><div>Licensing Brokerage fees Advertising</div></div></div>		